eClerxDigital

Insights *for* An Optimum eCommerce Website



A study from the Top 50 eCommerce websites
Brought to you by eClerx Digital

Stay ahead in the race!

Find out how the top 50 Global E-Retailers are presenting their Product Details Page



Global ecommerce sales are expected to hit

$4.5 TRILLION

IN 2021

PRODUCT IMAGES AND VIDEOS



1

All have the main **Product Image** and

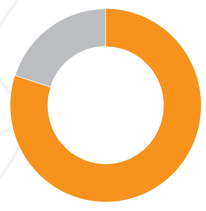


70%

of them have 3 to 6 additional **Product Images**

2

The **width and height** of the Product Image is **more than 400px** for



80%

of the top 50 E-Retailers



4

90%

of them have a **Zoom feature** for their Product Images

3



50%

of them have **Product Videos**

CONCLUSION

High quality product images are the next best thing to holding the product in your hands, and research indicates that 56% of users' first action on a product page is to explore the images. Videos should also be used to supplement high quality images. Videos help online consumers to picture how a product will fit into their lives. Incorporate video thumbnails directly into the image gallery for easier access.

(R)etailers that add contextual photos and lifestyle imagery from multiple angles as well as videos see increased engagement and conversion rates.

eClerxDigital

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